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Marketing

Three reasons to invest in brand identity:

In her book *Designing Brand Identity*, author Alina Wheeler mentions three reasons to invest in brand identity (Wheeler, p. 15).

- Make it easy for the customer to buy- Our MWR brand communicates a distinctive, immediately recognizable, professional image to our MWR customers and helps us to build customer loyalty.
- Make it easy for the sales force to sell- Building our MWR brand across multiple programs and activities allows us to communicate to a diverse range of customer groups and convey strengths of our products and services.
- Make it easy to build brand equity- Our brand is our reputation. Strengthening our brand identity will help to build equity through increased awareness and customer loyalty.

As MWR employees we all must embrace our brand and strive to be the best brand ambassadors possible. MWR employees should use the strengths of our unique brand to differentiate our products and services and best serve our valued MWR customers.

Brand Inspiration:

Looking for ways to tell the MWR story? Consider these ideas extracted from *Lovemarks: the future beyond brands* by Kevin Roberts as brand food for thought. Kevin Roberts is the CEO of advertising agency Saatchi and Saatchi Worldwide. (Source: *Lovemarks: the future beyond brands*, p. 102, Kevin Roberts.)

- "Ask everyone you work with for a story that reflects what makes your brand special to them. The more diverse the stories, the richer the brand."
- "How would you tell consumers how much you personally love your brand? If you think they wouldn't care, re-think how you are talking with them."

For additional information on Kevin Roberts or Lovemarks, visit lovemarks.com or saatchikevin.com.

Marketing Plan Pro Tip:

Did you know that you can fully customize your marketing plan using Marketing Plan Pro's Plan Outline feature?

Every marketing plan is different. Marketing Plan Pro 9.0 provides a tool which will help you to easily create and build a marketing plan in a flexible manner by using the Plan Outline. The Plan Outline includes fully customizable tools that are easy to use.

Using the tools available at the top of the Plan Outline or within the Right Click menu, one can easily change the order of the items in the Plan Outline, delete or add existing items to the outline, or even add new tables and topics to the plan.

For technical support on Marketing Plan Pro e-mail help@paloaltosoftware.com or call (541) 681-6162 and press option four for technical support. For assistance with functional questions or software features, e-mail sean@paloalto.com. If your installation is interested in purchasing additional copies/licenses of the Marketing Plan Pro software, contact kristen.campbell@fmwrc.army.mil to obtain information on negotiated Army MWR discount rates.

Principles of Marketing:

Here is a good website that helps you become familiar or refresh your knowledge of all aspects of Marketing - www.knowthis.com/tutorials/principles-of-marketing.htm.

Sponsorship and Advertising

2007 IEG Sponsorship Conference:

THE NEXT BIG THING: The 24th Annual IEG Sponsorship Conference is scheduled for March 11-14, 2007 at the Hilton Chicago on S. Michigan Ave. The FMWRC Corporate Partnership team has negotiated a reduced military rate of \$1149 (regular rate is \$1,795). If you have not signed up yet or want additional information, [click here](#).

AT&T Army-Wide Advertising Program:

AT&T Army-wide Advertising mid-promotion reports are due 28 February 2007. Please refer to the MOA and Letter of Instruction provided in October 2006. Signed MOAs must be received by FMWRC Corporate Partnerships before the first payment can be made.

5 keys to negotiating better deals:

- Plan and Prepare
Good negotiators have clearly defined negotiating objectives before they go to the table. That means less "winging it" at the table and more planning in advance. The key is matching the effort to the complexity of the negotiation.
- Negotiate Internally First
Before trying to hammer out the final agreement, it's important to gain the internal commitments needed to fulfill an agreement. Getting internal agreement after the fact can set you up for failure. Good negotiators are clear on how much risk management is willing to take. They also understand internal priorities, such as margin versus volume.
- Be Creative
Effective negotiators are always asking, "What if?" They are constantly looking for ways to reshape the total offering to achieve a win-win. Come up with a novel solution not currently under discussion. Creative solutions may be found by identifying the underlying interests of both parties and brainstorming for a wide variety of potential solutions.
- Be Comfortable with Risks
The object is not to get just any deal but to get one that is satisfactory.
- Be Willing to Walk Away
This means not feeling compelled to respond to every demand, and being disciplined enough to courteously "hang tough."

(Adapted from Sales Negotiation Skills That Sell by Robert Kellar, AMACOM, NY).

Research

Goodbye 2006... Hello 2007:

2006 was the year Baby Boomers began turning 60 years old. Age is being redefined and "60 is the new 40". Could there be a market for MWR programs/activities aimed at this population group on your installation?

LNS 2005:

Special Thanks to everyone involved in the successful deployment and analysis of the 2005 Leisure Needs Survey. We had a total of 92 installations participating world-wide for this iteration. The wealth of information that is contained in the LNS can be used to further enhance and strengthen MWR programs on your installation. We want to know how you are utilizing your reports to assist programs on your installation. Please send us your creative ideas of how you are using the data so we can share with your colleagues in the next issue of the Marketing 360 e-zine. Send email to: mwrsurvey@fmwrc.army.mil

Marketing Research Methods:

Marketing research uses four types of research design, namely:

1. Qualitative marketing research (generally used for exploratory purposes such as focus groups and in-depth interviews). This is your chance to help your MWR programs and their customers by conducting focus groups in an informal setting.
2. Quantitative marketing research (involves a large number of respondents such as surveys and questionnaires). Want to know why the restaurants aren't filled to capacity at lunch/dinner? Ask the customers and non-customers.
3. Observational techniques (observation in the natural setting). When was the last time you went to the restaurant,

bowling center, CYS center or golf course and observed the customers being served? This is a good way to provide new insight to the program manager as to what is observed from a fresh point of view. Make sure that you are being totally objective and unbiased. Consider yourself like "Switzerland" and remain totally neutral.

4. Experimental techniques (this one is a little more difficult, because you have to create a quasi-artificial environment, however it can be done). A simple one would be to try coupons and see what affect it has on the sales or attendance to an MWR facility. This would obviously involve close coordination with the program manager.

Researchers often use more than one research design. They may start with observational techniques followed by focus groups then experimental design. It's up to you as Marketers to experiment with these various methods and determine what works best on your installation.

Design Studio

"A logo is the point of entry to the brand."—Milton Glaser, Designer
(Source: Designing Brand Identity by Alina Wheeler, p. 6)

MWR Logo usage tip:

Do you use the MWR logo with the U.S. Army or without it? The rule of thumb is if the logo is smaller than one inch you do not use U.S. Army in the logo. The preferred MWR logo is with U.S. Army, and to be used whenever possible. The main objective is that the text U.S. Army be readable, not just a blur.

Incorporating the circular theme with circular photos:

Support the MWR brand with circular photos. Here is a tip on how to get rid of that pesky white box behind your circular photo or logo. ([Circle Guide](#))

Web

Looking to learn more about e-marketing? Visit TeaWithEdge.com for a host of e-marketing information.

Branding our websites with the appropriate logos is important to the integrity of our web efforts and the MWR brand. If you have an old logo on your website, either in a stand alone position, or incorporated into web graphics, and your web team needs it updated, send a note to webmaster@fmwrc.army.mil and we will assist you with the edit.

News

The Community and Family Support Center (CFSC) is now the Family and MWR Command (FMWRC). Please note that our e-mail addresses have changed. E-mail addresses for FMWRC employees are now firstname.lastname@fmwrc.army.mil. Please update your address books accordingly.

FMWRC is creating a database with all personnel working in Marketing and Sponsorship. The contact information will be available to everyone on the ArmyMWR.org website as an address book. Your input for this reference tool that will make it easier for you to contact your peers at installations and the regions is greatly appreciated.

Marketing Mission, Functions & Standards are currently being developed and revised through the Marketing Advisory Group PAT Team. Marketing missions were last updated in 1995. Since then many changes have occurred within the Army and MWR. Once completed, the Missions, Functions and Standards will be formally staffed, anticipating it making it to the field in FY08. For more information contact your region marketing specialist or Karen Waters, Senior Marketing Coordinator, FMWRC, 703-681-5275.

Want your activity managers to be more involved in the marketing planning process? If so, you might want to encourage them to register for the new [Marketing Plans for Activity Managers](#) blended learning online course hosted by the MWR Academy. If you are an installation marketer who would like to see the content being taught, you can sign up for a special "no assignments" version of the course that is only available to MWR marketing personnel. For additional course information or to request access to the marketing version of the course, please e-mail Jason.Bell@fmwrc.army.mil or call DSN (312) 235-5056 or commercial (703) 275-5056.

Trends

Want to be inspired by global big-picture thinking? Check out these websites for additional information on global business trends and unique ideas. If you like what you see you can sign up for free trend e-zine newsletters on each website.

trendwatching.com
springwise.com
epmcom.com

Also check out the [BP Events E-trends](#) newsletter.

Do you subscribe to the IEG Sponsorship Report? It is an excellent instrument to learn what is going on in the sponsorship industry. For a look at a sample issue and IEG's projection for sponsorship growth in 2007 [click here](#).

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